

What is claimed is:

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1. A method for determining a room rate for a guest comprising the steps of:
receiving quest information from a first quest, said quest information including at least one of a name, a market segment, and a point of origin;
receiving a first room request from said first guest, said first room request including at least one of an arrival date, a length of stay, a room feature;
determining a first room rate for said first guest based on a comparison between said guest information and historical information associated similar guests and a comparison between said first room request and a forecast of demand for a similar request, said forecast of demand based on historical data.

2. The method of claim 1, further comprising the steps of:
receiving quest information from a second guest;
receiving a second room request from said second guest, said second room request similar to said first room request;
determining a second room rate for said second guest based on a comparison between said guest information and historical information associated with similar guests and a comparison between said second room request and said forecast of demand for a similar request, said first room rate different from said second room rate.

3. The method of claim 1, further comprising the steps of:
receiving guest information from a second guest, said guest information from said second guest similar to said guest information from said first guest;
receiving a second room request from said second guest;
determining a second room rate for said second guest based on a comparison between said guest information and historical information associated with similar guests and a comparison between said second room request and said forecast of demand for a similar request, said first room rate different from said second room rate.

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